



BEAUTIFUL
HOMES OF
CONCRETE
MASONRY

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I have been thinking
of you very much lately
and wondering how you
are getting on.

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BEAUTIFUL HOMES OF CONCRETE MASONRY



PORTLAND CEMENT ASSOCIATION
Chicago



*Concrete for Permanence
and Beauty*

BEAUTIFUL HOMES OF CONCRETE MASONRY

AMERICAN homes reflect the influence of a hundred and fifty years of substantial development—years in which careless building has vied with freedom of expression and adherence to the ideals of a pioneering ancestry.

This development has brought forth the concrete masonry house, a structure which, given the advantages of good design and proper building, most accurately portrays the individuality of designer and owner. Not only is it structurally permanent, but its beauty and its character are enduring as well.

The term "concrete masonry" includes concrete block, tile and brick, made with gravel, stone, cinder or other suitable aggregates, the basic ingredient in every case being portland cement. Houses of concrete masonry are those with walls of concrete block, tile or brick.

A glance through the following pages will give evidence of the wide use of concrete masonry. All types are represented, with examples of different methods of roofing and wall surfacing. The type which provides in the fullest measure the structural and artistic advantages of concrete is that having concrete masonry walls covered with portland cement stucco, a roof of concrete tile or cement asbestos shingles, and concrete floors. Concrete masonry units are made in practically every building center in the United States.

Such organizations as the American Concrete Institute, the Building Code Committee of the U. S. Department of Commerce, the Underwriters' Laboratories and the Building Officials' Conference have developed standard specifications governing manufacture and use of concrete units, all of which are in essential agreement. Strict adherence to these codes

guarantees products that are reliable and homes that are eminently satisfactory.

The architect is interested in the freedom with which a material lends itself to designs in form and color; the builder is interested in the availability of materials and in the ease with which they are used; the average home owner, while considering all these things as they affect the comfort and desirability of his residence, is primarily concerned with economy. It is here that concrete masonry, while completely fulfilling the requirements of architect and builder, excels to the advantage of the home owner.

The economies of concrete masonry are many. Low in first cost, it affects additional saving through the ease with which it is laid up in walls. A concrete masonry home is as enduring as the great bridges and dams of concrete which span valleys and stem the flow of rivers. It provides maximum fire-safety. Because of the air spaces in the units, it furnishes insulation which materially reduces fuel bills in winter and is a source of cooling comfort throughout hot summer months.

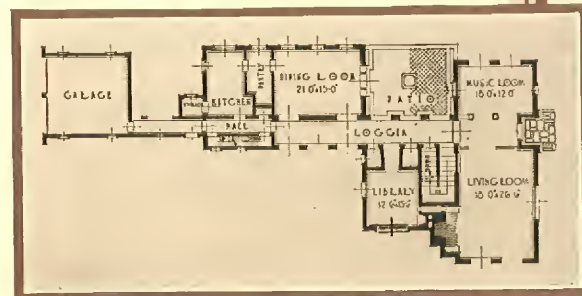
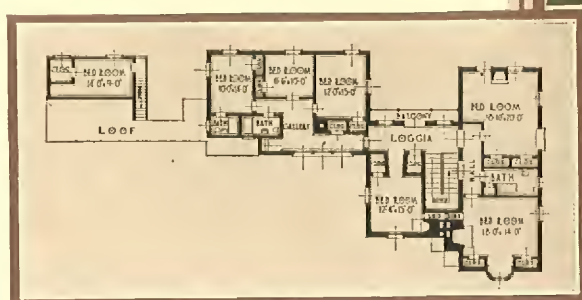
No matter what the size of the structure, whether it be a \$4,000 bungalow, a \$12,000 residence, or a mansion with proportions limited only by design and convenience, concrete masonry is readily adaptable. Covered with portland cement stucco, colored and textured in keeping with surroundings and the architectural style, the house possesses a built-in beauty which lives like tradition, mellowing with the flight of time.

Inquiries concerning plans for any of the houses illustrated should be addressed to the architects. Full details about concrete masonry construction will gladly be supplied by our district office nearest you, as listed on page 32.



*Residence of FARLEY GANNETT at Harrisburg, Pennsylvania
LAWRIE AND GREEN, Architects, Harrisburg*

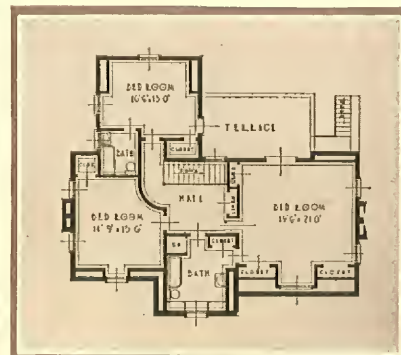
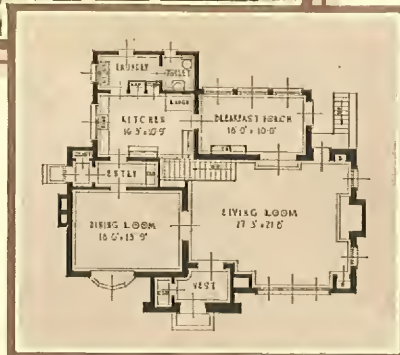
A splendid example of old Spanish architecture. Walls are of cinder-concrete block, covered with textured portland cement stucco, the finish coat a salmon pink. The white trim-stone, both inside and out is precast concrete. The first floor is of concrete, surfaced in various rooms with different colored tile. Tile in the interior shown is dark red.





*Residence of Mrs. G. A. Hill at Altadena, California
J. F. HARE, Designer, Altadena*

A decidedly English type, with concrete tile walls covered with stucco. The brick veneered entrance and the treatment of the rear of the house are particularly interesting, as is also the plan. Famous Mount Lowe appears in the background.

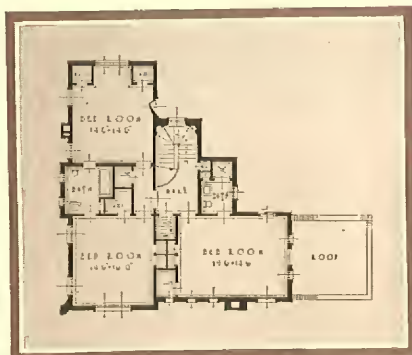


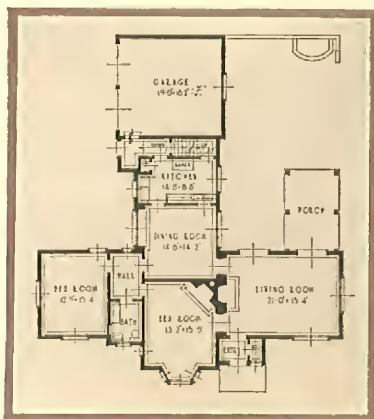


*Residence of R. L. SIEG in Belleair Woods,
Memphis, Tennessee
SIEG AND McDANIEL, Architects, Memphis*



An Italian influence is dominant in this striking home. Its walls are of concrete tile and portland cement stucco. Note the textured walls, beamed ceilings and tile floors in the interior.





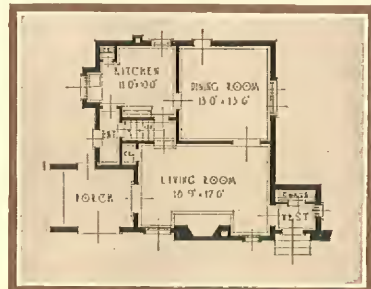
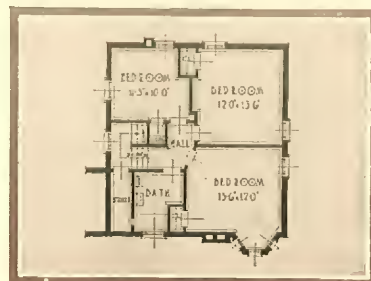
Residence at Maplewood, New Jersey
KENNETH W. DALZELL, Architect, Maplewood

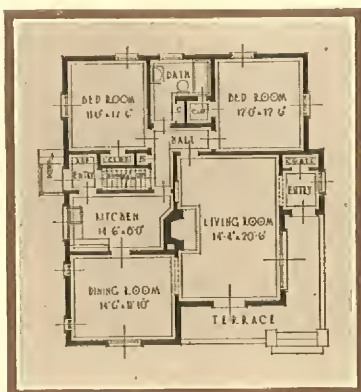
White stucco over concrete block is in complete harmony with the design of this fascinating small house. When built, several changes were made in the floor plan shown, in order to make it suitable as a studio for the architect who designed it.



AFTON COTTAGE at Cincinnati, Ohio
C. L. MCCREARY, Architect, Cincinnati

A homelike concrete masonry structure that grows in interest with study. Like most examples of good architecture, it has a charm that attracts the eye yet cannot be immediately classified. The marks of long trowel strokes have been left in the stucco.





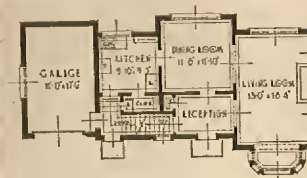
Residence of J. Y. BONE at Davenport, Iowa
B. W. GARTSIDE, JR., Architect, Davenport

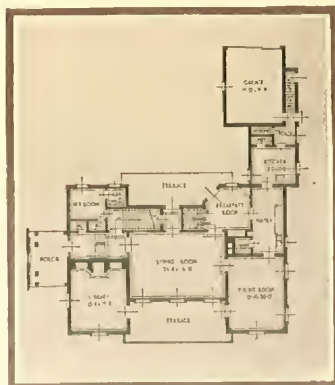
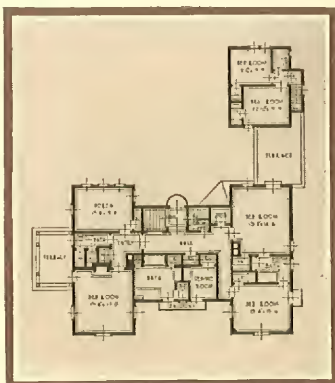
Bright blue concrete roofing tile and pale cream portland cement stucco achieve a pleasing effect in this attractive small home. The walls are of concrete block, and the railing and stone work are precast concrete.



Residence at Lake Bluff, Illinois
ZION INSTITUTIONS AND INDUSTRIES, Zion, Illinois

A modest but attractive two-story house of concrete block, covered with portland cement stucco. The entrance to the garage through the house is a convenient feature of the plan.





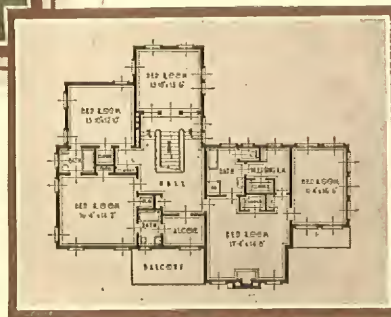
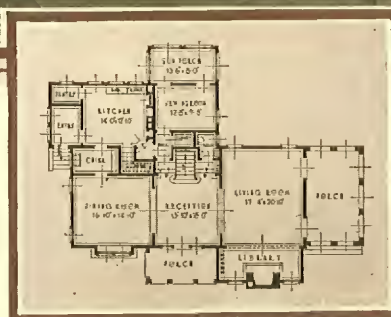
Residence of CARLING DINKLER at Atlanta, Georgia
FELCH AND SOUTHWELL, Architects, Atlanta



A fine southern home, distinctive in line and finish. The walls of concrete tile are covered with portland cement stucco, marked off to represent ashlar masonry. The units are of different colors, varying from white through yellow and orange to pink with an effect, as a whole, that is magnificent.

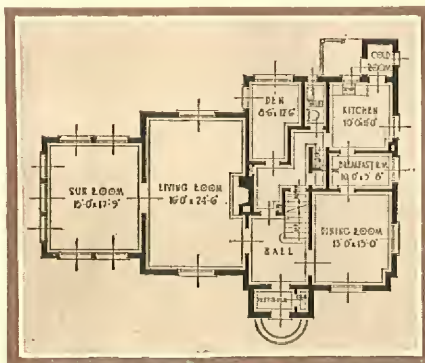


Rough textured portland cement stucco has been used over walls of concrete tile. The chimney is of precast stone.

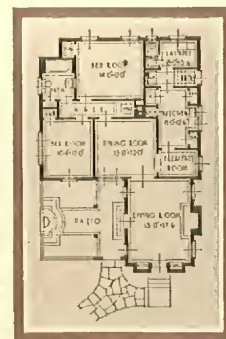




*Residence of G. Wesley Stickie at Erie, Pennsylvania
Fuller and Stickie, Architects, Erie*

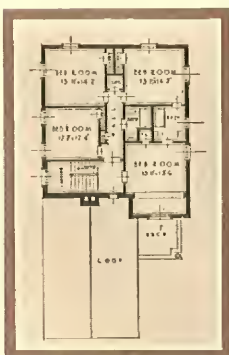


Light portland cement stucco and natural stone contrasted with the dark roof attract immediate attention to this house of cinder-concrete block. The interior views show parts of the living room and sun parlor. Precast concrete has been used in the fireplace, which is reproduced from an old French Chateau.



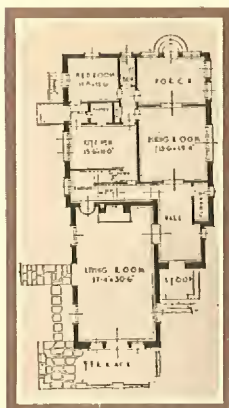
A Spanish Bungalow at New Orleans, Louisiana
 LOCKETT AND CHACHERE, Architects, New Orleans

One of the attractive concrete masonry houses in the Better Homes development — artistic, interesting, homelike, yet easily built on a small lot.



Walls of this house are built of cinder-concrete block, stuccoed. Note the interesting framing of the doorway and the high arched windows.

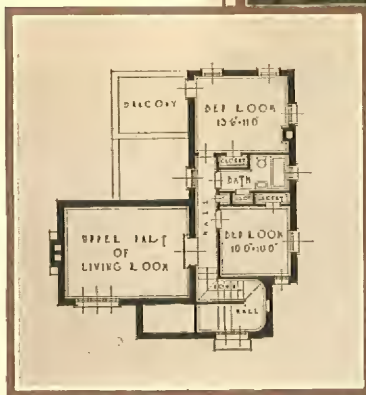
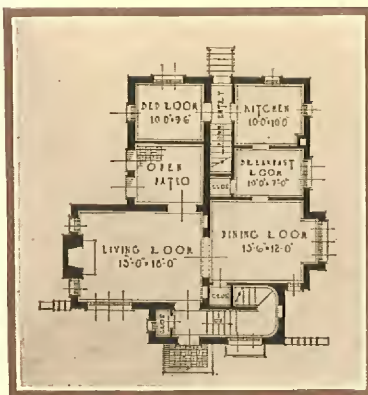
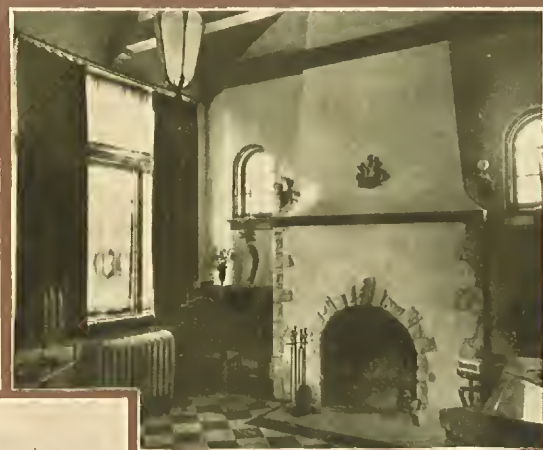
A Spanish Villa at Washington, D. C.
 HARVEY H. WARWICK, Architect, Washington





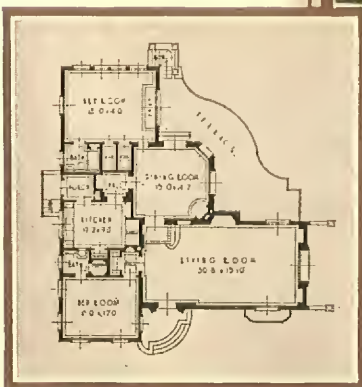
*Residence of WILLIAM F. DOWDALL at Clayton, Missouri
JESSE L. BOWLING, Architect, St. Louis*

Distinction in both finish and plan mark this unusually attractive concrete masonry house. The floors are of concrete, covered to suit the various rooms. The high, beamed ceiling of the living room, the tall window in the stair hall, the patio—all are details that add to the charm of this home.

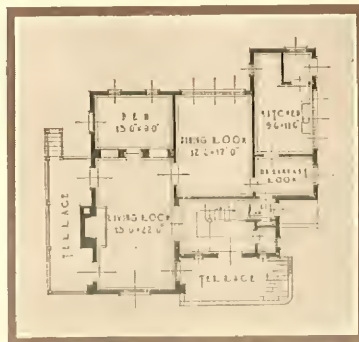
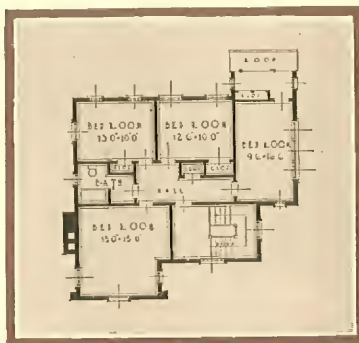




Residence on Paulus Street, Dallas, Texas
DAVID R. WILLIAMS, Architect, Dallas



Graceful lines, white walls and colored roof attract immediate attention. Concrete tile in the Spanish design are used on the roof, and the walls are of concrete structural tile, covered with portland cement stucco. The tall, slender window at the end of the living room, with the flanking buttresses is typical of the Spanish type. Dignity is paramount in the formal doorway.



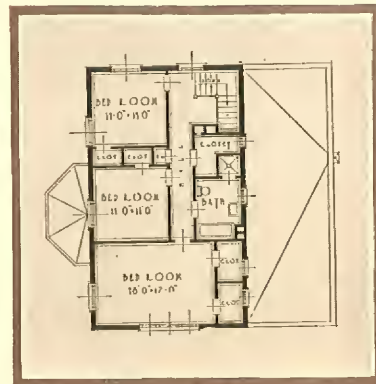
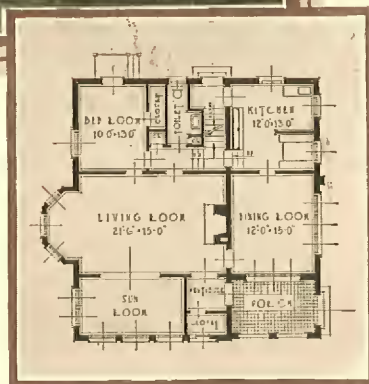
*Residence of ROBERT McKNIGHT PARDEE at
Atlanta, Georgia
BURGE AND STEVENS, Architects, Atlanta*

An interesting example of unusual texture in portland cement stucco. Floors in the kitchen and breakfast room are concrete. The walls are of concrete tile.



*Residence of EDGAR D. OTTO
Downers Grove, Illinois
RALPH H. OLIVER, Architect,
Chicago*

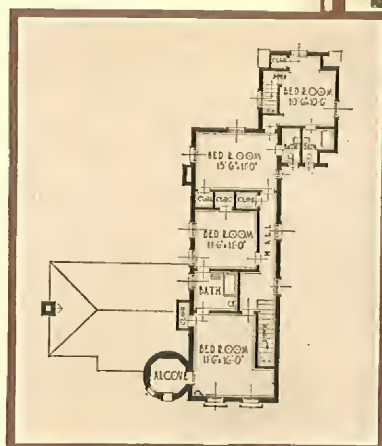
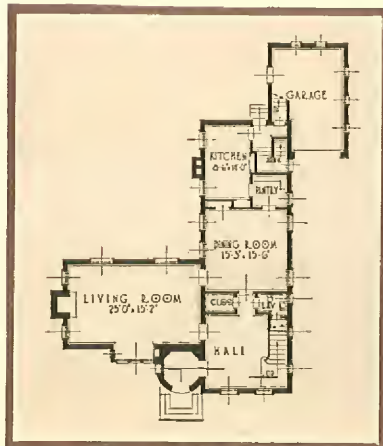
Portland cement stucco with a white finish coat, brilliant red concrete roofing tile, dark brown trim and the green of the trees combine in a pleasing ensemble. The house is built of concrete block.



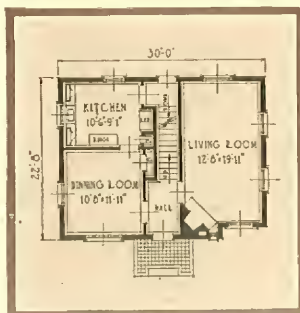
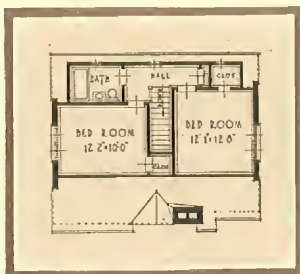


*Residence of CLAUDE K. BOETTCHER at Denver, Colorado
H. J. MANNING, Architect, Denver*

Almost a scene from an old French album, this house of cinder-concrete tile. Portland cement stucco and brick have been attractively combined on the surface, while the roof is of concrete tile in the French design.



The stonework about the doorway, shown in this entrance detail, is precast concrete. Note the irregular panes in the door and the interesting old lamp at the side.



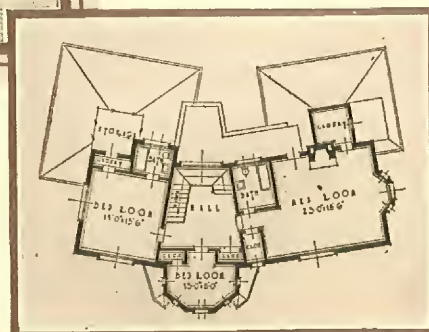
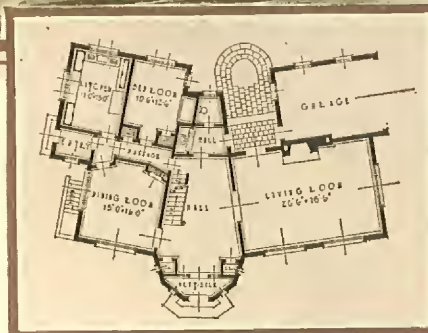
Residence of WILLIAM HENDERSON at Detroit, Michigan
 ROTH BROTHERS, INC., Designers, Detroit

An attractive bungalow of cinder-concrete block, stuccoed. Artistic use of brick has dressed up the doorway and, in combination with the imposing chimney, gives that character so difficult to achieve in the small dwelling.

Residence of DR. HARVEY G. PARKER at Portland, Oregon
 L. R. BAILEY COMPANY, INC., Architects, Portland

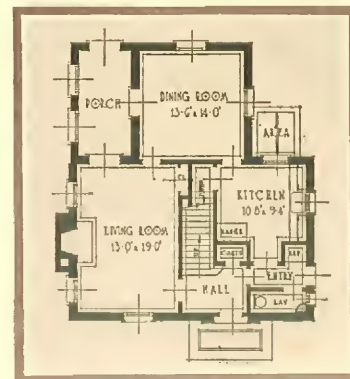
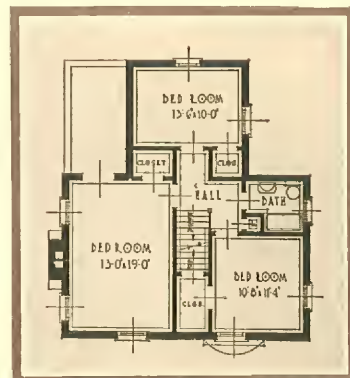


This home has an unusually interesting plan, with large, well lighted and well ventilated rooms. The walls are of concrete tile, stuccoed.





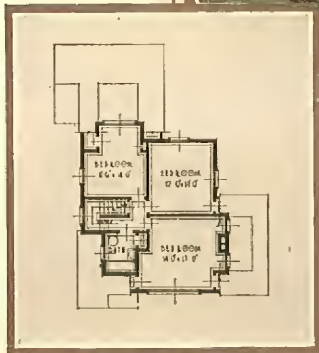
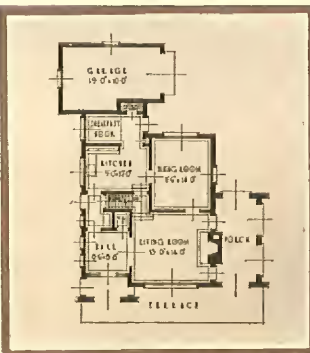
*Residence of FRED C. DENT at New Orleans, Louisiana
H. A. SURMAN, Architect, Detroit, Michigan*



A home of concrete tile, stuccoed. It is covered with concrete roofing tile, and the decorative stone trim is pre-cast concrete. The plan is compact, with a very convenient arrangement of rooms.



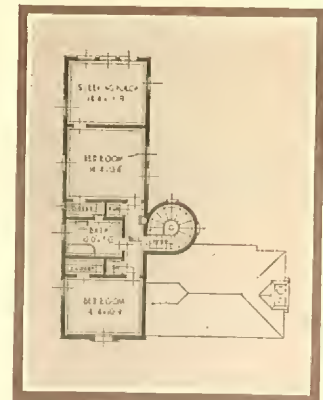
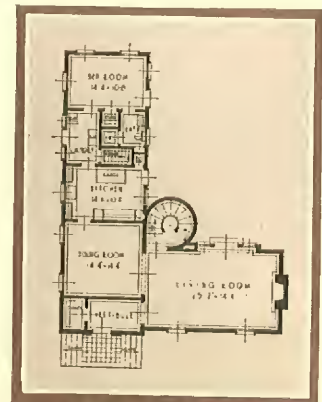
*Residence of CLARENCE BOND at
Morris Heights, Pennsylvania
WALTER HANKIN, Architect, Trenton,
New Jersey*





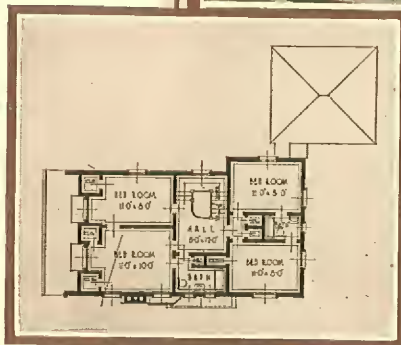
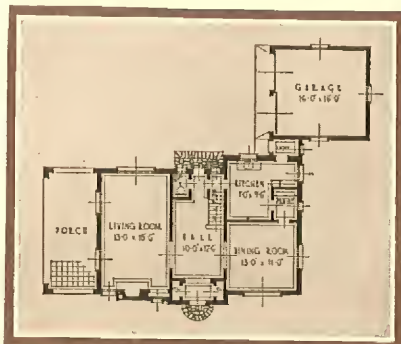
Residence of JAMES W. NELSON at Altadena, California
ALBERT J. SCHROEDER AND E. C. MORGAN, Architects, Pasadena

A stucco wash has been used over the concrete tile walls, a finish well suited to the French Normandy type of architecture. The type seems singularly fitting against the background of dimly outlined mountains.



Residence of FRED B. BECHTEL at Trenton, New Jersey
W. W. SLACK AND SON, Architects, Trenton

Stucco and stone are pleasingly combined in the finish of this cinder-concrete masonry home. The high roof and exposed beams give it a distinctly English character.

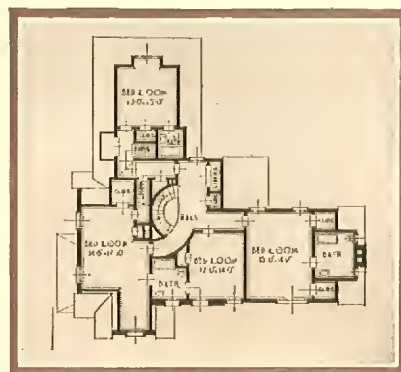


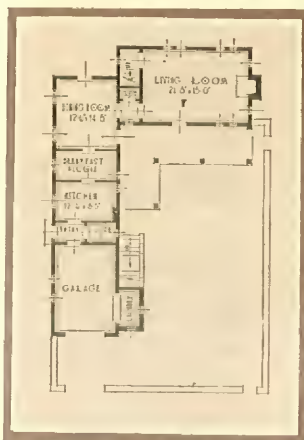
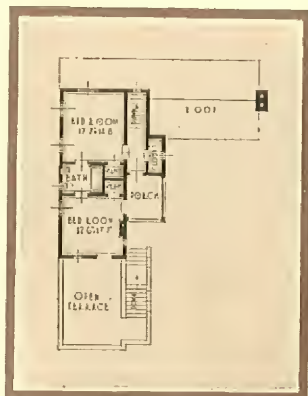


*Residence of CHARLES H. FRY at Erie, Pennsylvania
CODY AND KIRBY, Architects, Erie*



Combination of brick and stucco has given a desired rustic appearance to this home, without injuring its fineness of line. A unique charm has been achieved in the interior with textured walls, arched doorways and tile floors. The walls are of cinder-concrete block.





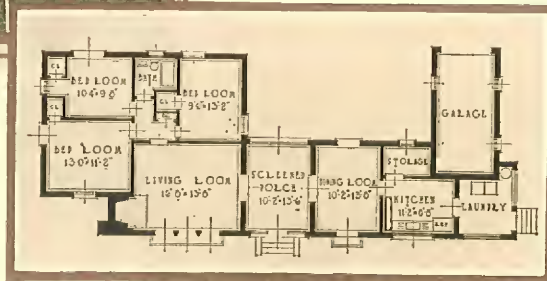
Residence of JOHN L. SKINNER at Coral Gables, Florida
SKINNER AND PIERSON, Architects, Miami

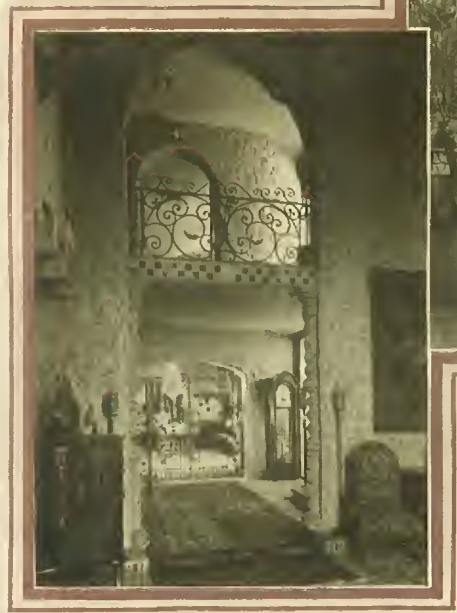
A home with a most inviting atmosphere. The architects have achieved the rambling, Spanish style without losing any of the dignity befitting the home. The first floor is of concrete throughout, covered with tile.



Residence of M. M. MILFORD at Coral Gables, Florida
KIEHNEL AND ELLIOTT, Architects, Miami

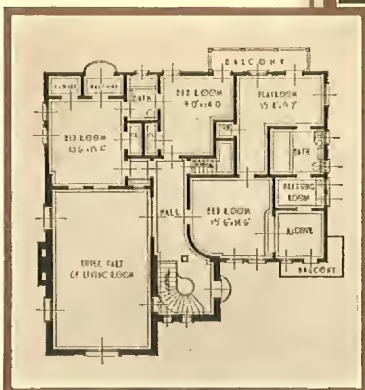
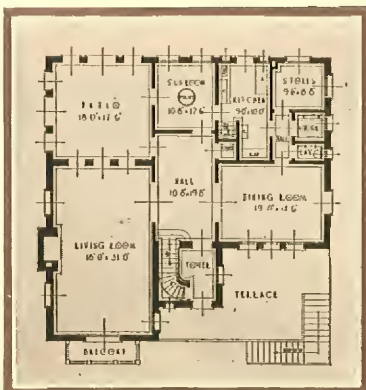
A representative Coral Gables home, built to the high standards there prevailing. More than ninety per cent of the buildings in this city are of concrete masonry, usually covered with portland cement stucco in a texture and color best suited to the architecture and the landscape.





Residence of Fred E. Hess at Dallas, Texas
 HUBERT HAMMOND CRANE, Architect, Dallas

An artistic triumph in concrete masonry. Exquisite taste in every detail has been demonstrated on both interior and exterior—from the approach to the river's edge to the carvings about the fireplace, from the tiling on the concrete floors to the high, vaulted ceilings. Iron grillwork, tapestries, leaded windows and furnishings harmonize in an imposing symphony.



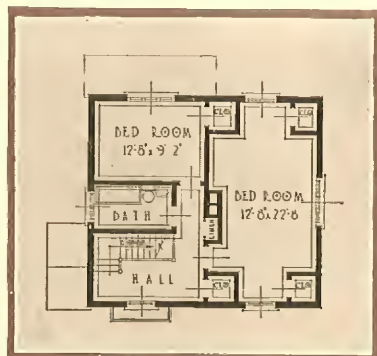
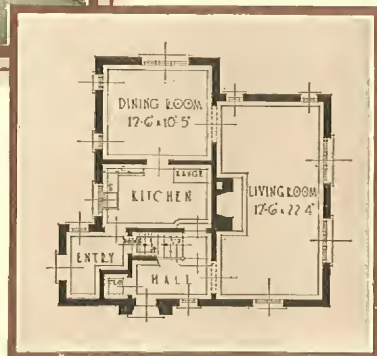
The arrangement of rooms in this riverside residence meets the requirements of convenience and comfort, as well as those of good architectural design.



*Residence of Dr. L. E. Phelps at Toledo, Ohio
BOLLINGER AND HAYES, Architects, Toledo*



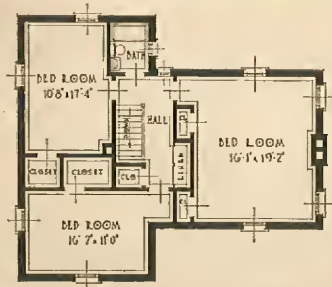
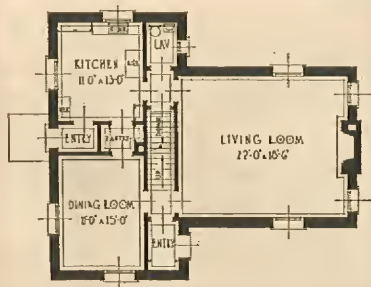
A simple, economical, yet architecturally interesting home of concrete tile. It has a charm that careless embellishment would totally destroy. The walls, painted directly over the tile, are light buff, lintels over doors and windows are dark brown, woodwork is light green, shutters are dark green, and the roof is varicolored.

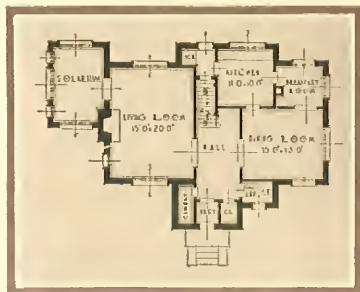
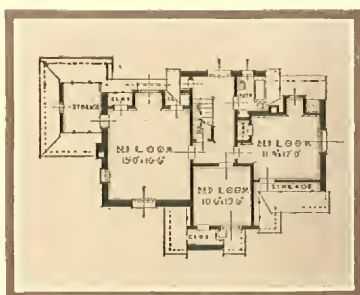




"Model Home" at St. Paul, Minnesota
 WILLIAM M. INGEMANN, Architect, St. Paul

A home of concrete block, surfaced with portland cement stucco. It was erected by the St. Paul Concrete Products Association, completely furnished, and opened to the public as an example of ultra-modern home building. A large recreation room with concrete tile floor and a fireplace is included in the basement.





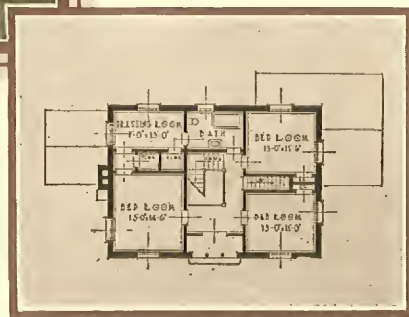
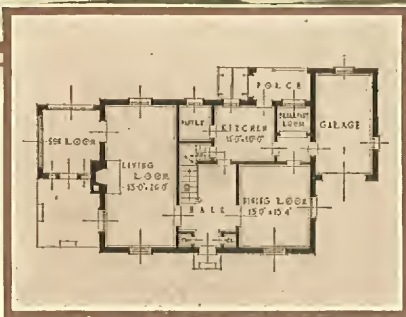
*Residence of H. C. MARKWOOD at Erie, Pennsylvania
CODY AND KIRBY, Architects, Erie*

An unusually interesting small house built of cinder-concrete block, covered with portland cement stucco. Attractive use has been made of brick in ornamenting the doorway.

*Residence of WILBUR F. HOFFMAN at York, Pennsylvania
H. E. AND R. B. YESSLER, Architects, York*



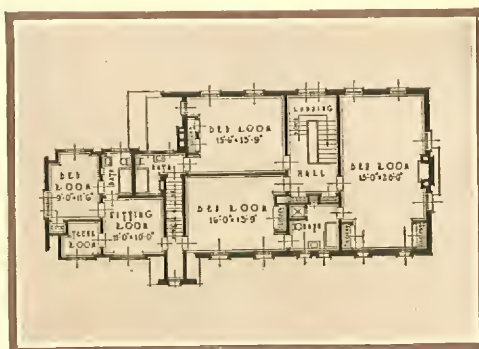
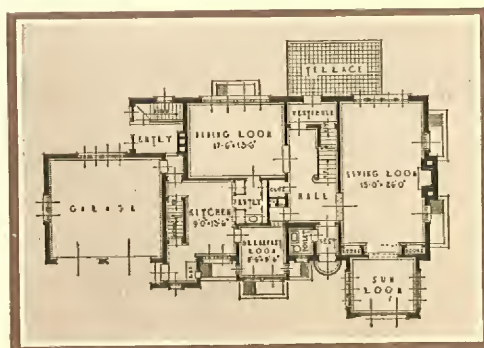
Colored stucco artistically applied, dignified lines, generously proportioned rooms and a well arranged plan are features of this interesting home built of cinder-concrete masonry.

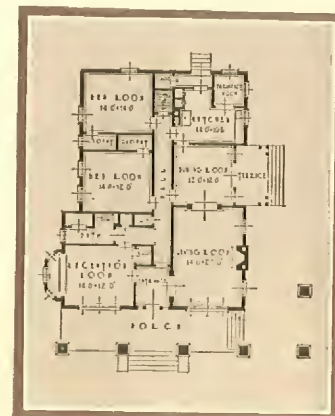




Residence of D. P. Markey at Detroit, Michigan
HARRY C. STEVENS, Architect, Detroit

Substantial, dignified and attractive—this larger concrete masonry house commands attention to both finish and design. Inviting doorway, shuttered windows and exposed beams carry out the English effect. The stucco is rough textured.





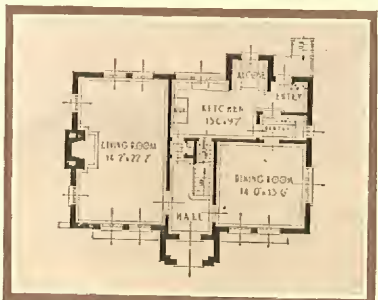
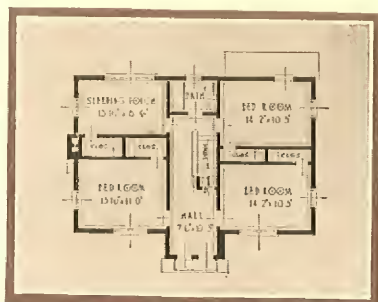
*Residence of R. P. SVERSON at Longview, Washington
M. KLEIN, Architect, Longview*

A spacious porch and an efficient plan combine to identify this home with the architecture of the great Northwest. A stucco finish has been applied to the walls of concrete tile.



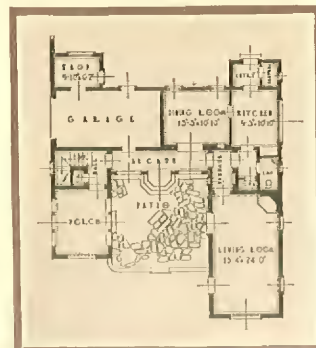
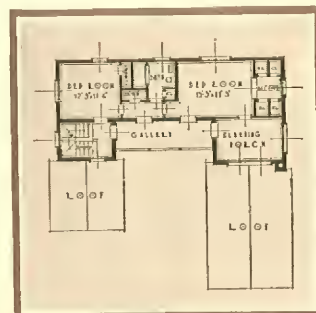
*Residence of G. C. YUNKER at Milwaukee, Wisconsin
R. C. HUNTER AND BROS., Architects, New York*

An adaptation from one of the plans in the Portland Cement Association service. The home is cleverly designed, its curving eaves and arched doorway adding an air of gracefulness. It is built of concrete block, stuccoed.



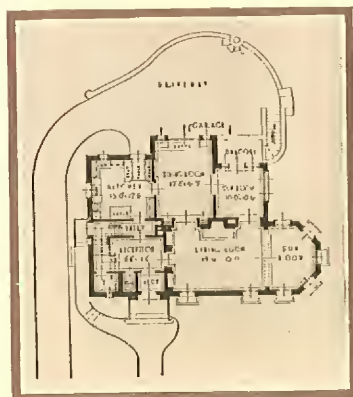
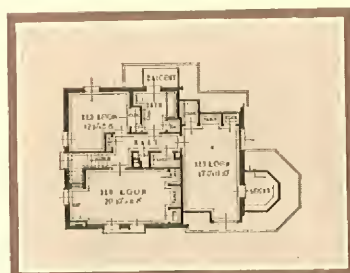


Residence of L. R. PATTERSON at Coral Gables, Florida
L. R. PATTERSON, Architect, Miami



Spanish, distinctly, is this typical Florida home, with its light colored walls, stuccoed over concrete block, the tile roof, and inviting balcony and patio. The sun emphasizes the similarity in the stucco texture to the plastered walls of the Continent.

Residence of FRANK BOOZ at Wauwatosa, Wisconsin
HUGO LOGEMANN, Architect, Milwaukee



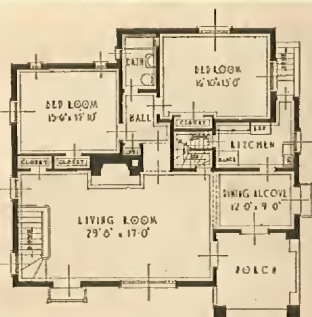
An interesting example of the use of brick veneer on a concrete masonry home. The foundation, exterior and partition walls are of cinder-concrete units. The basement, besides housing a laundry, a two-car garage, and boiler and storage rooms, has a nicely fitted recreation and billiard room.





*Residence of D. A. McDonald at Mamaroneck,
New York*
E. D. PARMELEE, Architect, New Rochelle

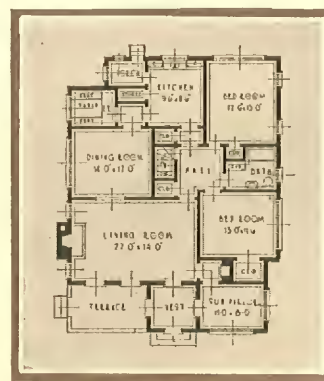
An original Spanish type, with rather a unique treatment of garage and entranceway. This is a type especially suited for sloping, uneven ground. The studied effect of old mortar joints between the plain concrete block is effective.





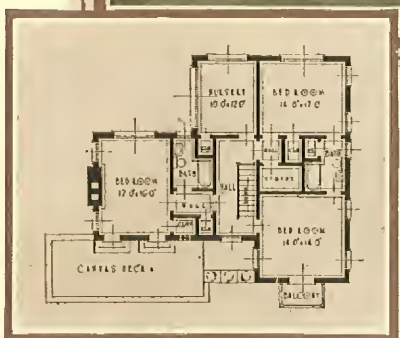
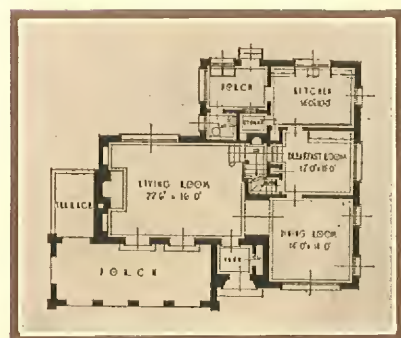
*Residence of C. W. BROWN at Hollywood, Alabama
TURNER AND MCPHERSON, Architects, Birmingham*

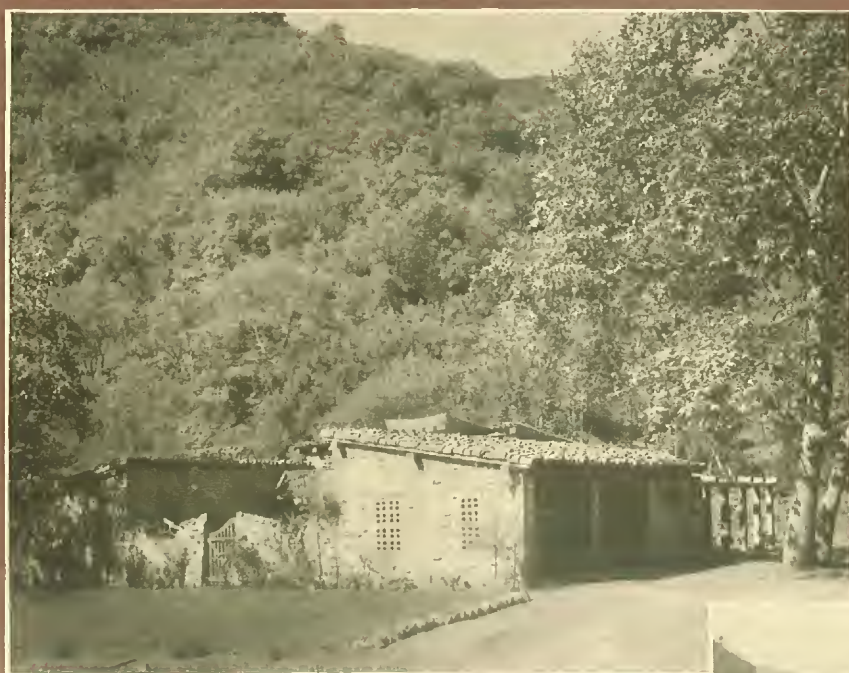
One of the all-concrete masonry houses in the Spanish section of the Hollywood subdivision near Birmingham. The architecture has a distinct Mediterranean flavor.



*Residence of JOHN HARBERT at Hollywood, Alabama
TURNER AND MCPHERSON, Architects, Birmingham*

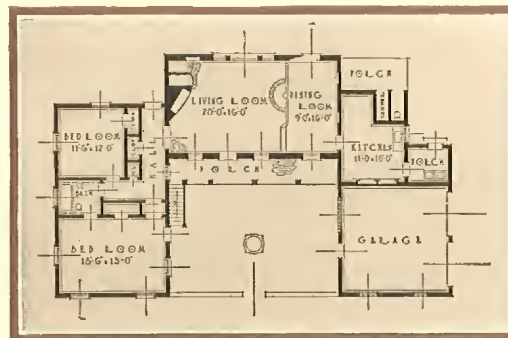
Another of the Spanish section houses. This is an example of the attainment of character in the residence through the use of concrete masonry. All homes in this section are of concrete tile, covered with portland cement stucco. The blend of colors and textures in the stucco has given the whole section the charm of a garden.





*Residence of H. F. BAKEMEYER at Beverly Hills, California
W. ASA HUDSON, Architect, Beverly Hills*

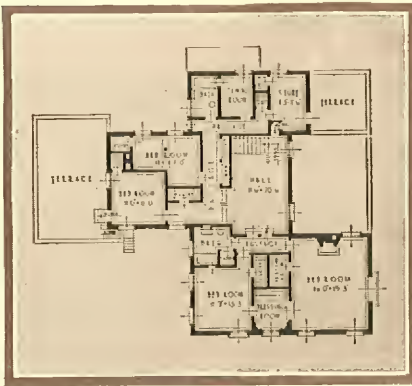
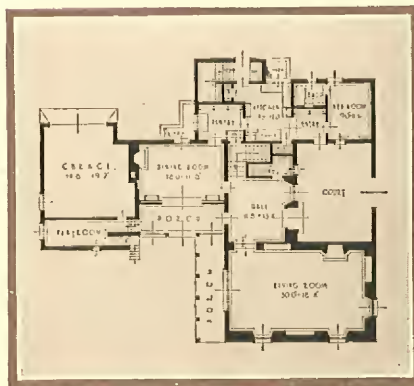
A mountain lodge of concrete tile. Rough, unplastered walls, glassless windows and rustic lines create an odd and fascinating effect, in perfect harmony throughout. No detail fails in giving the feeling desired. Even the light globes have been enclosed in almost primitive chimneys, appropriately smoke-darkened, and the furniture is heavy and handhewn.





*Residence of Mellen C. Martin at Winnetka, Illinois
Russell S. Walcott, Architect, Chicago*

The glistening white walls of this concrete block residence contrast most artistically with the deep foliage and blue sky. The streaked effect at the mortar joints has been carefully produced that the walls might resemble those of an aged structure. The slab over the formal entrance is concrete, worked to resemble Travertine.



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